





# Summer Day

PRICE FIFTEEN CENTS





San Diego  
Panama California  
Exposition



# Souvenir Album and Program

SWEDISH DAY

*San Diego, California*

*June 24-25, 1916*



# Program

**Saturday, June 24th, 1916**

CHAIRMAN OF THE DAY, CONSUL NILS MALMBERG

1 P. M. PARADE, to the Exposition Grounds, starting from the San Diego Courthouse

Mr. Torsten Meyerhoffer will accompany the parade in his aeroplane

2 P. M. Exercises at the Spreckels outdoor organ grandstand (and in the Exposition grounds)

1. Selected Swedish National Airs.....Dr. Stewart
2. Song, "Hör oss Svea".....The Male Chorus
3. Address of Welcome.....Consul Nils Malmberg
4. Song, "Du Gamls, Du Fria".....Swedish Day Mixed Chorus
5. Address of Welcome.....Honorable E. M. Capps, Mayor of San Diego
6. Solo, Soprano.....Miss Lillian Backstrand
7. Address.....Carl H. Heilbron, Vice President of the P. C. I. Exposition
8. Sta Stark, Du Ljusto-riddarvakt.....The Male Chorus
9. Address.....Consul G. Eckdahl
10. Song, "Mandom, Mod och Morske Man".....Swedish Day Mixed Chorus
11. Address of the day.....Rev. T. S. Johnstone, B. D.
12. Song, "Vart Land, Vart Land".....Swedish Day Mixed Chorus
13. Address.....Honorable Senator Edgard Luce
14. "America" (unison).....Led by The Male Chorus

6-8 P. M. RECEPTION in Southern California Counties Building.

8 P. M. Banquet in Cristobal Cafe.

**Sunday, June 25th, 1916**

CHAIRMAN OF THE DAY, CONSUL G. ECKDAHL

10:30 A. M. RELIGIOUS SERVICES.

Rev. V. E. Hedberg, presiding. Short sermons by different ministers. Singing by the Swedish Day Mixed Chorus and Soloists

7 P. M. GRAND CONCERT at the famous U. S. Grant Hotel Auditorium.  
(1800 free seats)

1. Song, "Harliga Land;" "Sverige ar Mitt Allt pa Jorden".....The Male Chorus
2. Patriotic Address.....Mr. Herman Bostrom
3. Klara Stjarna.....The Swedish Day Mixed Chorus
4. Solo, (baritone).....Mr. Alfred Anderson
5. Address.....Rev. J. A. Carlson
6. Solo (soprano).....Mrs. Robert Parker-Sheldon
7. "Vart Land. Vart Land".....The Swedish Day Mixed Chorus
8. Solo (baritone).....Mr. C. Peterson
9. Address.....Dr. Albert E. Wilson
10. Closing Remarks.....Consul G. Eckdahl
11. Song, "Skona Maj," "Glad Sasom Fageln".....The Male Chorus
12. "Star Spangled Banner".....The Male Chorus



King Gustave V of Sweden



President Wilson

## Swedish Day, June 24-25, 1916

By Herman Bostrom

June 24 is Mid-summer Day. This is a greatly cherished and much-loved day among the Swedish people both in this country and in our Fatherland. It is customary to commemorate this day by joyous festivities and merrymaking out in the open. The Winter having given way, young and old rejoice and partake in festive celebrations. This year an exceptional opportunity is offered the Swedish and Swedish-American people in this and other states to partake in the celebration of the "Swedish Day" at the Panama-California International Exposition at San Diego on June 24 and 25.

"Civilized Europe" is now in the midst of the most awful and barbarous war the world has ever seen, a conflict growing more stupendous every day, the result of which is far wider and more terrible than any fanatic heretofore dared dream. The Swedish people at home and their government have not thought themselves big enough to be judges of the belligerent forces engaged in this struggle. They have not tried to judge without real knowledge as to where the blame lays. All their efforts have, however, been along the lines of peace and happiness. They have tried to bring about a reconciliation of the belligerents and have been very careful to watch their own neutrality and avoid any breach or violation of same. They have declared for neutrality and will probably stand by that declaration to the end.

The Swedish people have been agitators of wars in former years, but during the last century they have greatly changed their opinions and traditions about war and its results, and instead of trying to acquire the territory and



property of other peoples they have been trying to expand in knowledge and works of peace. The days of Gustav Adolphus and King Charles were days of war and conquest. Individual courage and strength were then the main essentials. During the reign of Gustavus the 5th all these things have greatly changed. This is a time of work and serious thought, a time when we have good statesmanship to depend upon, and more than ever, we depend upon love to all mankind, but above all—good common sense. The duty of Sweden is to stand neutral as long as it is possible, and we sincerely hope that this may always be possible, but we would not say that the nation is forgetting to prepare. Sweden today is prepared as much as possible. It can put 600,000 men in the field immediately and I am sure we can look to the future with great trust and confidence even though we should be brought into the war, which God forbid!

The Swedes are mostly honest and straight-forward men and we Swedish-Americans should not be afraid to say that we still have a warm feeling for the country of our fore-fathers. We must stick to the truth but we must also respect our President's wishes and instructions concerning hyphenated Americanism in every possible way. A man should stand by his wife and family first but there is no good reason why he should not love his parents also.. Sweden is still loved and respected amongst the millions of Swedish-Americans who have been adopted by these free states of America, but we Swedish-Americans want it thoroughly understood that we are loyal citizens of the United States in political and social life, and believe that we so stand in the eyes and judgment of the American born people. Our loyalty has never been questioned in all these long years. We strive to be the most loyal of the loyal and the most honorable of the honorable amongst the citizens of this great republic. With all the strength of our souls and bodies we defy any one to state anything to the contrary, or that the Star Spangled Banner has any better or more courageous defenders than those through whose veins flows Swedish blood. AMERICA FIRST is our motto and one for which we Swedes all stand today, but if American patriotism means that we should forget all about our childhood days and all about our mother country, then I am afraid we shall have to very respectfully, but nevertheless firmly, stand out against such instructions.

Every one of us ought to be careful, both Americans and coming Americans, not to fix our ideas of Americanism prematurely. Everything good about us—our ideals—our principles, we have brought with us from our mother country, and instead of throwing these things away we ought to cherish and use them in the service and for the good of this, our great American adopted country. Every good and patriotic Swede has the best chance in the world of becoming a good American citizen, ought to adopt this country for his own and ought to be for America first, last and all the time, but this does not prevent him in any way from being proud of Sweden and its people.

## HISTORY OF THE SWEDISH DAY

As early as during the year of 1915 it had been suggested that arrangements be made for a great Swedish-American Festival to be held at the San Diego Exposition, but in order not to hamper or interfere with the Swedish Festivals at San Francisco, nothing was done at that time. The question was taken up later through a letter in our Swedish newspaper here in town by B. F. Randell. The first meeting was called together in Los Angeles with delegates representing all the churches and societies of Southern California, and it was at that meeting it was decided to make arrangements for a great Swedish festival to be held on the 24th and 25th days of June, 1916. A Nomination Committee of 10 was then and there elected and these 10 representatives nominated all the officers and various committees for the coming great festival.



NILS MALMBERG  
President of the Committee  
Swedish V. Consul  
San Diego, Cal.

Mr. Malmberg was born in Helsingborg, Sweden, August 14th, 1868. He came to the United States in 1888 and located first at Marcus, Iowa. Two months later he came to San Diego, Cal., where he has resided ever since. Mr. Malmberg is one of the leading painting contractors in San Diego. He was appointed vice consul of Sweden, September 12, 1908. He has been a member of the city council of San Diego. He is a 32nd degree Free Mason, and a member of different local fraternal and commercial organizations.

It is due to a great extent to Mr. Malmberg and other representative Swedes in San Diego that the Swedish people there enjoy the high standing and good will of the citizens of San Diego.

As president of the Swedish Day committee of San Diego he deserves a great deal of credit for the successful work accomplished.



GOTTLIEB ECKDAHL  
President of the Committee  
Swedish V. Consul  
Los Angeles, Cal.

Mr. Eckdahl was born in Helsingborg, Sweden, September 6, 1869, came to the United States in 1888, and settled in Council Bluffs, Iowa. He arrived in Los Angeles in December, 1895, and has resided here ever since; became the publisher and business manager of the California Journal, was appointed a deputy in the city and county assessor's office for seven years and has been in Real Estate and Insurance business for the past ten years.

He is one of the organizers of the Swedish-American National League of Los Angeles and has been its president for two terms; is a member of different local, fraternal and commercial organizations and has been the chairman of the board of trustees for the Swedish Lutheran church for a number of years. Mr. Eckdahl has always been greatly interested in anything concerning the welfare of the Swedish Colony and has frequently been a leader and supporter of different Swedish undertakings in Los Angeles. He was appointed vice consul for Sweden, December 31, 1912. As the president of the Committee for the celebration of the Swedish Day he is deserving a great deal of credit for the successful work accomplished.



At that meeting it was also decided to hold a great mass meeting in the Flower Auditorium in Los Angeles. At this mass meeting our present officers and committee members were elected, in accordance with recommendations made by the Nominating Committee. Something good had been achieved. The people in the churches and outside of the churches worked together harmoniously and in a friendly manner, with but a single thought in mind—the common interests of the Swedish population of California and other states of the Union.

As the time drew near the various committees in both Los Angeles and San Diego met and organized. Our friends in San Diego had already gotten a promise from the Exposition Officials to set aside June 24th and 25th as Official days for a Swedish Day Festival at San Diego.

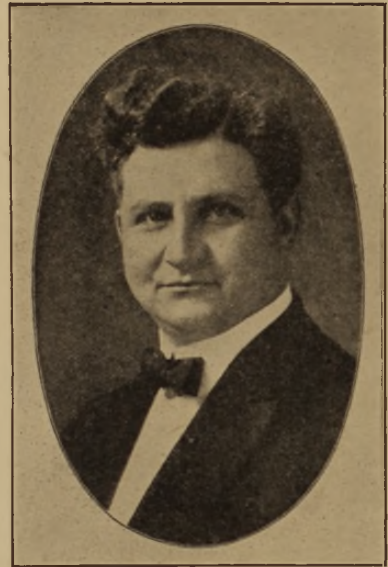
The Committee, as a whole, hereby desires to thank the Exposition Officials one and all, and especially do we extend our sincere thanks to our true friend, the Vice-President of the Exposition, Carl H. Heilbron.

The work continued with great haste in both Los Angeles and San Diego and all through Southern California. It was decided to send a delegation of three from the Los Angeles Committee to represent it at the San Diego Executive Committee's meeting to work out the plans for the coming celebration. This committee was composed of Vice Consul G. Eckdahl, Alfred Haij and Herman Bostrom. The meeting was held in San Diego and lasted for two days. The others present at the meeting were the following members from the San Diego Executive Committee: Vice Consul N. Malmberg, Rev. John Carlson, Gottfred Anderson, Jonas Hanson, O. W. Johnson, Carl Johnson, Hjalmar Swenson, R. Malmberg, Gustav Carlson, A. Landeen and Alfred Anderson.

A great deal of work was accomplished at the meeting. After the meeting, a dinner was given by Vice President Heilbron at the Christobal Cafe for the delegates from Los Angeles and members of the Committee from San Diego. From that time on there was but one thought in the minds of the Special Committees and the Executive Committees and that was to make the festival a grand success. Meetings were held almost every week, both in Los Angeles and San Diego, and on May 13th we had a meeting in Los Angeles together with the San Diego Executive Committee, at which meeting a decision was made as to how to arrange the programs, etc., for the festival.

Saturday, June 10th, the Los Angeles Committee gave an automobile parade through the streets of the city of Los Angeles. There was a large number of machines in this parade, making quite a demonstration and announcing the day and date of the Festival in every way possible. Pennants with the inscription "SVENSKA DAGEN 1916" in yellow and blue colors were made specially for this occasion and American and Swedish colors were displayed on every hand.

At the coming Swedish Day everybody will wear a beautiful souvenir



CARL H. HEILBRON,  
Vice President of Panama-California International Exposition



# Executive Committee



Rev. V. E. Hedberg  
*Vice-President*



Rev. T. S. Johnston  
*Vice-President*



Alfred Haij  
*Vice-President*



v. Consul G. Eckdahl  
*President*



Herman Bostrom  
*Secretary*



v. Consul Nils Malmberg  
*President*



Ragnar Malmberg  
*Secretary*



Rev. J. A. Carlson  
*Vice-President*



Rev. E. J. Forsberg  
*Vice-President*



Gustaf Carlson  
*Vice-President*



badge bearing the Swedish coat-of-arms at the top and below the official exposition medal, held together with a beautiful yellow and blue ribbon.

It would take a large volume filled from cover to cover to adequately tell of the work accomplished by the various officials and committees, their self-sacrifices and earnest efforts put forth to make this the greatest of all Swedish Days in the history of America. May the results of their efforts long live in the history of California and in hearts of our Swedish population all over the United States.

In regard to the San Diego Committee a great many good things can be said concerning their work and the large number of details they have had to look after. A whole page could be written about each one of them without fear of praising them too much. Our relations with them have been the most pleasant and we know we can count on them in future as our friends. I am very sorry they have not sent in a few biographies of themselves, as I would have been very much pleased to have included them in this album, but as they have not yet been received, the album will probably have to go to print before they can be obtained.

The largest part of the work and responsibility in San Diego, as you all know, rested upon the shoulders of a few men. First among these is our untiring Vice Consul Nils Malmberg. He is the man who from the start saved neither time nor money to make the Swedish Day Festival a success. His thoughts for months past have been centered entirely upon the Swedish Day. Mr. Gottfred Anderson, Mr. Jonas Hanson, Rev. John Carlson, Rev. E. J. Forsberg, Mr. O. W. Johnson, Mr. R. Malmberg, Mr. H. Swenson, Mr. Carl Johnson, Mr. C. T. Engmarck, Mr. Alfred Anderson, Mr. A. Landeen, Mr. Gustav Carlson and Mr. August Luffling are the men, as far as I know, who have had the greatest responsibility in San Diego and who have devoted much of their time in the interest of this day to make it a success and a pleasant memory for all time to come.

The Swedes of Los Angeles and other parts of Southern California tender these gentlemen their sincere thanks. The Committee for Los Angeles, its suburbs and surrounding cities, have been doing great work all the way through. The chairman of the committee, Consul G. Eckdahl, is one who has done more than his part. His business and other affairs have been set aside in the interest of the day during all these months and he deserves a great deal of credit for all he has done in our common interests. Nobody mentioned and nobody forgotten, I will state that this committee as a whole has displayed some wonderful team work, and we have also received many a helping hand from different people not belonging to the committee.

The preliminary work for the Swedish Day and our national festivities at San Diego has been accomplished. Work and good will have shown their results. The success of this day is of greater importance to the Swedish-American population of Southern California than twenty-five years of previous efforts to bring our countrymen together. We have this year laid a strong and enduring foundation for greater love of our friends and on this foundation we will hereafter build and grow strong. We believe in ourselves and if we live and work for our common interests in the community, we will succeed in getting what we are entitled to. We believe in love, in brotherhood, in equality and a good understanding between ourselves. We hope that with this Swedish Day will come a new awakening amongst our countrymen to a higher and better interest in ourselves and interest in society. We have accomplished this Swedish Day with the fullest harmony and friendship prevailing between all parties interested. We ought to keep it and thereby better our own characters, our own knowledge and our own understanding. We ought to appreciate the knowledge we have gained in our young days at home and in our school days. We ought to be active members in our Swedish churches



# Executive Committee



C. J. Nordquist  
*Treasurer*



Hjalmar Swenson  
*Asst. Secretary*



Thorvalf Nerdrum  
*Financial Secretary*



A. Landeen  
*Vice-President*



Gottfred Anderson  
*Treasurer*



Albert Almstedt  
*Vice-President*



Arthur Erickson  
*Vice-President*



Mikael Samuel  
*Vice-President*



John Norrbom  
*Asst. Fin. Secretary*



O. W. Johnson  
*Vice-President*



Carl T. Liljenwall  
*Asst. Secretary*



Miss Minnie Wilson  
*Vice-President*

and societies, and in that way endeavor to be a benefit and help to our fellow citizens. **"United we stand, divided we fall."** The Swedish-American population of Southern California is great and strong enough to be a powerful working force, but to expend and use our strength in the interest of good, we must become filled with zeal and enthusiasm and this enthusiasm should be the motive power in all our actions. We must come to understand that our interests are mutual and common. **We must meet on a basis of equality and brotherly friendliness, and if we so do, then we are strong enough to take care of our own troubles easily and carry them to a successful end.** Swedish churches, Swedish societies, Swedish business enterprises, both employers and employees from beginning to the end are more or less dependent upon one another, one enterprise often depending on the success and helping hand of some other enterprise. We are all working for the advancement and success of the Swedish population in the United States of America. We should be loyal in every way to our own adopted land—America—but once more let me remind you that we should never forget that we are also children of our fathers and mothers and ought to be proud of our antecedence and of our dear Fatherland, the land of the midnight sun and the beautiful land of the always free and civilized Sweden.



**ALEX. OLSON,**  
Editor and Publisher  
San Francisco, Cal.



**LILLIAN J. BACKSTRAND,**  
Teacher of Voice  
College of Music  
University of Southern California  
400 Mason Opera House Bldg.  
Los Angeles, Cal.



# Executive Committee



Rev. F. Linstrum



C. O. Anderson  
*Vice-President*



J. F. Bockstrand



Rev. Kallstedt



Dr. A. E. Wilson



B. F. Randel



Jonas Hanson



Rev. F. O. Kling



Edwin Leaf



Julius T. Engmark



Carl Johnson  
*Vice-President*



Henry Carlson



# San Diego Exposition

A NEW EXPOSITION, known as the "Panama-California International Exposition," has been built on the 1915 Exposition in Balboa Park. Participation by nineteen governments, seven Western states, and sixteen California counties has lifted San Diego's beautiful attraction to the plane of International Expositions, where it is more than holding its own.

San Diego enjoyed one of the greatest crowds in her history, and the events of the first few months have been fitting auguries of the wonderful year that is to crown the great enterprise.

The Canadian exhibit requires an entire building. This attractive feature was brought from the San Francisco exposition intact, and has been given an entire building on the San Diego Exposition grounds. The wonderful French display, valued at more than a million dollars, is housed in the California building; Germany, Austria and Italy are beautifully represented in the Foreign and Domestic Products building; the Pan-Pacific building includes displays of Hawaii, New Zealand, Australia, the Philipppines, Alaska and other Pacific commonwealths.

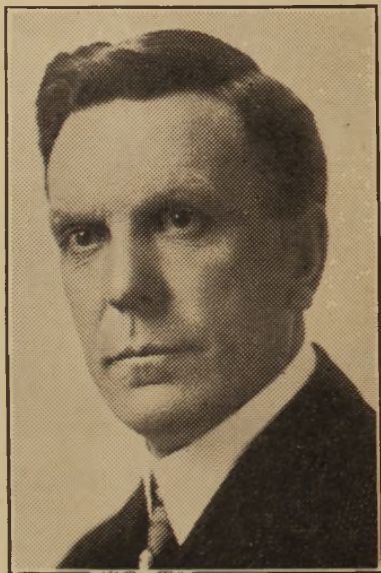
The United States government display requires three buildings. The Sacramento building and the Nevada building of 1915 have been given over to the government, and the Exposition built a new structure 102 by 110 feet for the accommodation of the aquarium exhibit of the United States fisheries. A thousand of the 4th Regiment U. S. Marines, several companies of the First U. S. Cavalry, and a battalion of infantry have been sent to the Exposition for the year. Many government bands will play during the period.

Tommasino's Royal Italian Band is the Exposition's official band; the famous Spanish dancers and singers have returned to add their melodies and their quaint attractiveness to the grounds; the world's greatest outdoor pipe organ renders daily concerts; special events, including automobile races, model aeroplane meets, athletic contests and automobile demonstrations are on the daily programs. Outdoor performances are presented during the balmy evenings in the Exposition's beautiful courts; the "Court of Leap Year" is one of the attractive spots for Exposition visitors; "Miss San Diego—1916" hold receptions; and open-air dancing is enjoyed in the plazas every afternoon and evening.

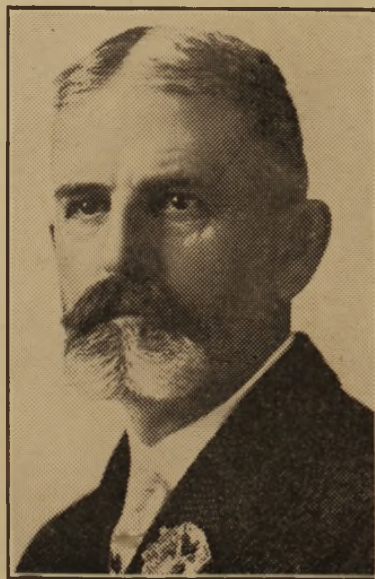
Special recognition is given automobilists during the year, and machines are admitted to the grounds for 25c and 24 hours' free parking is permitted.

The Isthmus is completely reorganized and only the best of the 1915 shows remain, to which have been added many new amusements, including the best of those seen on the Zone at San Francisco. The Painted Desert, War of the Worlds, Panama Canal, Hawaiian Village, Racing Coasters, "Captain," "Elizabeth," "Madame Ellis," Robinson's Educated Animals, Girl Shows, Alligator Farm, Paris After Midnight, Jerusalem, the Gem Mine and many others are catering to the amusement-loving public. Places to eat on the grounds are numerous, and meals may be had at any price, to please any purse. Except for attractions on the Isthmus, there are no charges for visiting any Exposition buildings or exhibits.

Our Swedish people will certainly enjoy a long stay in San Diego and this beautiful Exposition.



G. A. DAVIDSON  
President



H. J. PENFOLD  
Secretary



# Committee Members



Alfred Anderson



John E. Hammer



E. L. Holmquist



F. O. Almer



Gustaf Liljenwall



Dr. Peter Olson



Chas. Eklund



August Lofling



F. H. Brodin



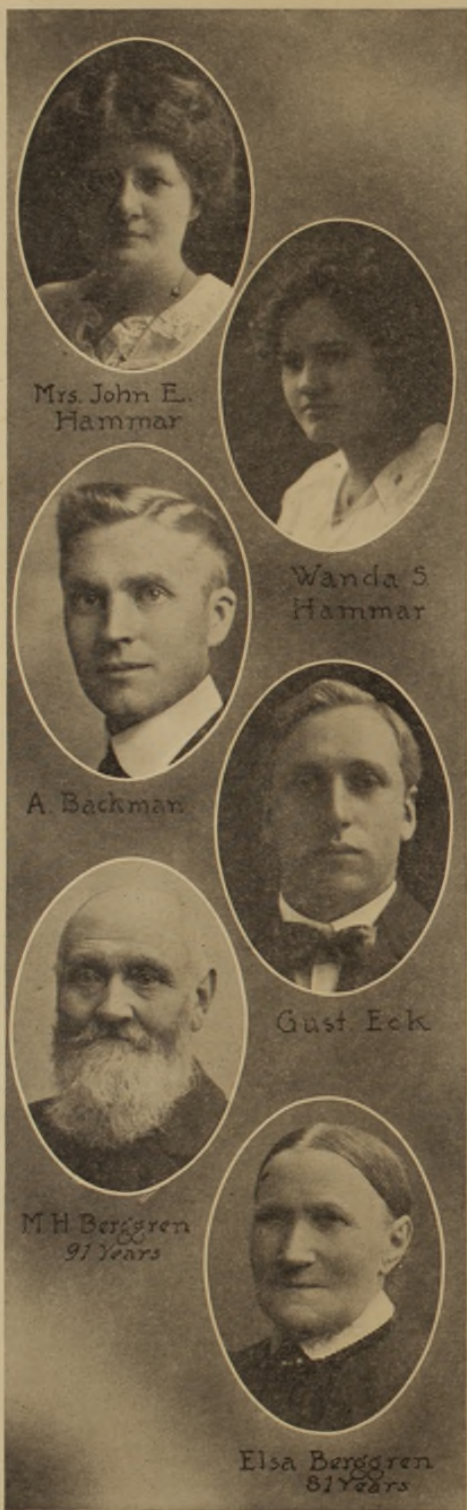
M. C. Pfefferkorn



W. E. Peterson



Alfred Hoffstedt



Mrs. John E.  
Hammar

Wanda S.  
Hammar

A. Backman

Gust Eck

M.H. Berggren  
91 Years

Elsa Berggren  
81 Years

**L**OS ANGELES, the "City of the Angels"—or to give the sonorous Spanish title, "Nuestra Señora la Reina de Los Angeles"—the Wonder City of the United States, is the most talked-of city on the continent. Indeed, its fame has spread all over the world. A city that increases its population within the short period of thirty years from 10,000 to 550,000 is certainly not in the ordinary class.

There are three leading features that have contributed to this growth—climate, soil and location. Any one of these advantages would be sufficient to build up a large city, but taken together they insure the future of Los Angeles as the metropolis of the Southwest.

Los Angeles was founded on September 4, 1781, by a small band of pobladores, or colonists, who had been recruited in the Mexican States of Sinaloa and Sonora, and brought here under command of a government officer, to found an agricultural colony, for the purpose of raising produce for the soldiers at the presidios. They were a mixed class, composed of one European, seventy-two Spanish-Americans, seven Indians, twenty-two mulattoes and thirty-nine Mestizos. As recently as 1831, fifty years after the founding of the pueblo, the population was only 770. In January, 1847, the population was 1,500.

That Los Angeles is, and will always remain, the commercial metropolis of Southern California, admits of no doubt. The City possesses the great natural advantage of being located on the shortest route, by the easiest grades, between the Pacific and the Atlantic oceans. The principal articles of export are fruits, fresh and dried; vegetables of great variety, beans, wine and brandy, wool, honey, canned goods, sugar, olives, wheat, corn, barley, petroleum, cotton and by-products.



# Committee Members



Dr. T. J. Berggren



Torsten Meyerhoffer



Axel Nyberg



Prof. N. A. Melin



Prof. Herman Hilberg  
*Director of Mixed Chorus*



Albin Engelbrecht



I. W. Westerlund



J. M. Carlson



Capt. Chas. A. Seaberg



Gustaf A. Ergo



C. B. Peterson  
*Soloist*



Morris Nelson



BROADWAY, SAN DIEGO

## SAN DIEGO

SAN DIEGO (St. James) was founded by Alonzo Erastus Horton in 1867. Its location is sanitary and exceptionally attractive, admirably adapted for ocean commerce, and hundreds of charming homes fill up block after block, the commanding positions being occupied by stately residences, whose view takes in the ocean, bay, and in the distance, toward the south, may be seen the mountains of Old Mexico.

It has substantial and attractive business buildings, up-to-date stores, hotels and restaurants, fine opera houses and theatres, fine church edifices of various denominations, and an excellent public school system. Secret and benevolent societies have their lodge rooms, and some of the societies own the magnificent structures in which they meet. Notably among these are the Masonic, Elks and Knights of Pythias buildings, which are conceded to be among the finest in the country. Three daily papers—one morning (The Union) and two evening (The Tribune and The Sun), several weekly and monthly publications afford a general news service that is complete and reliable.



# ~ Los Angeles Reception Committee ~



Dr. F. E. Berge



Mrs. T. S. Johnston



Mrs. E. L. Holmquist



Dr. G. E. F. Anderson



Mrs. D. Samuelson



Mrs. G. Eckdahl



Mrs. E. Leaf



Mrs. Parker Sheldon



Miss Hannah Anderson



Mrs. Herman Bostrom



Mrs. S. J. Jacobson



Mrs. C. J. Nordquist



Oscar Flensburg



H. Youstone



John Cederlind



John Axelsson

# Churches

By Rev. T. S. Johnston

A very interesting article might have been written on this subject if time had permitted some closer investigation as to church work in Southern California, but the late assignment of this topic and other pressing duties of the



**ANGELICA SWEDISH LUTHERAN CHURCH**

REV. T. S. JOHNSTON, B. D., Pastor  
17th and Hope Streets, Los Angeles

writer make it impossible to gather detailed and reliable information, hence only a brief sketch about the church work in Los Angeles can be submitted.

From what we have been able to glean from individuals we understand that organized church work was started among the Baptists in May, 1887,



**SWEDISH BAPTIST CHURCH**

REV. V. E. HEDBERG, Pastor  
West Eleventh and Denver Streets



# Well Known Business and Professional Men



Chas. A. Sandstrom  
New York City



Chas. G. Johnson  
State Superintendent of Weights  
and Measures - Sacramento,  
Cal.



Chas. Haag  
Sculptor  
Norwalk - Conn.



Swan J. Turnblad  
Publisher - Svenska Amerikanska  
Posten - Minneapolis Minn



Andrew Chilberg  
Vice-Consul  
Seattle - Wash



Aug. W. Johnson  
Contractor - Los Angeles  
Cal.



C. Al. Landgren  
Los Angeles  
Cal.



H. H. Berggren  
Los Angeles  
Cal.



Oscar W. Houge  
Lawyer - Los Angeles  
Cal.

## SWEDISH TABERNACLE

REV. T. O. KLING, Pastor

Lincoln and Francisco Streets

by the Methodists the same year in December, by the Lutherans in February, 1888, by the Mission Friends (Swedish Covenant) in August, 1888, and by the Free Missions in 1912 or 1913. Some preliminary work had, of course, been done by these respective bodies prior to the organization of these churches. It might be safe to say that the church work in Los Angeles started about thirty years ago.

The beginning was small and the work was carried on under a great many difficulties, owing to various causes: the west coast being far separated from the middle and eastern states isolated the work and the workers out here and made it very difficult to secure men for the small struggling missions; another difficulty was the uncertainty of the new settlers as to whether they would remain out here or not. Many of these new comers moved from place to place after having come out here; a third difficulty was the lack of financial support. The new settlers had a severe struggle for existence and very little could be spared for the church work. We feel more or less hampered in the work even now because of these very causes, and yet we rejoice over the advancement of the Kingdom of God among our countrymen. The number of paying members is about 1,500; these together with their children constitute a membership of about 2,000 in the five Swedish churches in Los Angeles.

We have been told that there are in the neighborhood of 10,000 foreign and native born Swedish people in Los Angeles. If this is true, we realize the great work yet to be carried on by the Swedish churches in Los Angeles. We are happy to know that aggressive and well planned work is now being done, and we are hopeful for the future.

A spirit of friendship and co-operation exists among the pastors and the respective churches in Los Angeles. We have felt this on several occasions and we remember with fondness the kind welcome accorded us on our arrival here last fall.

We also have a Swedish Ministerial Association, where the pastors come together and discuss questions of mutual interest.

Last but not least have we experienced a strong bond of union among the churches in our deliberations and preparations relative to the Swedish Day at San Diego. As we have been working on different committees together we have felt that we have much in common and that we are mutually interested in the welfare of all our countrymen. We sincerely hope that this opportunity of working together for the common good of our Swedish people may enable us all to realize our own strength and respective duties. May it be our effort to elevate the Swedish name and to develop everything that is best in us.





**SWEDISH METHODIST EPISCOPAL CHURCH**

REV. T. O. LINSTRUM, Pastor

Los Angeles and 15th Streets, Los Angeles



**DR. P. O. SUNDIN**

H. W. HELLMAN BLDG.

LOS ANGELES, CAL.



**F. E. BERGE, M. D.**

Physician and Surgeon

Office, 919 Hollingsworth Bldg.

Sixth and Hill Streets

Phones: F 5004, Main 963      Hours 3 to 5  
Residence: 1827 Eleventh Avenue, Phone 74279  
LOS ANGELES

# THE DISTRICT LODGE

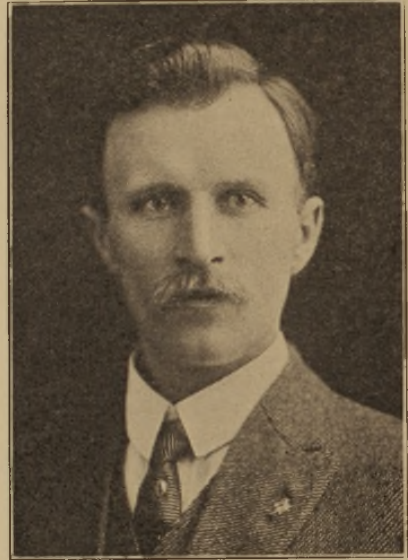
Southern California  
No. 15



VASA Order  
of America



HJALMAR JOHNSON  
District Master



JOHN A. FREBERG  
District Secretary

This order is today the largest and the strongest Swedish Fraternal Society in America. We ask you to consider becoming a member and thereby aid the good cause in which we are engaged. We have now the following five lodges in our district and you are hereby invited to be a member in any one of them.

NORDSTJERMAN LODGE, NO. 106  
Meets in Flower Auditorium  
18th and Flower Streets  
Every Tuesday at 8 p. m.  
Los Angeles

DROTT LODGE, NO. 335  
Meets every 1st and 3rd Thursday  
In Flower Auditorium  
18th and Flower Sts  
Los Angeles, Cal.

SKANDIA LODGE NO. 247  
Meets Maccabee Hall  
Colorado Street  
Every 2nd and 4th Thursday  
Pasadena

GUSTAF V. LODGE NO. 175  
Meets every 1st and 3rd Thursday  
In Castle Hall, 631 6th St.  
San Diego

VIKING LODGE NO. 256  
Meets every 2nd and 4th Wednesday  
In Red Man's Hall  
128½ 6th Street  
San Pedro



# Well Known Business and Professional Men



Carl O. Benson  
*Los Angeles*



Hugo Johanson  
*Manufacturer Los Angeles*



A. G. Anderson  
*Manager - Western Pacific  
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Frank Carlson  
*Attorney - New York City*



Emil F. Johnson  
*Chemist - New York*



Adolph Larson  
*Whole Sale Millinery  
Los Angeles*



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*Prop. Bohemia Cafe  
San Diego*



G. Lindenberg  
*Consulting Engineer  
Los Angeles*



Ben C. Olman  
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**TRAVEL BY AUTO** over the paved highways of Southern California. Experienced, careful drivers, whose first consideration is the safety and comfort of our patrons. We operate NEW Six Cylinder seven-passenger cars daily to San Diego, Santa Barbara, Bakersfield and San Francisco.

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Prices always the lowest

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**DIRECTOR**

125 South Grand Avenue

Los Angeles, Cal.

Ambulance service night or day

Lady attendant



# SOME OF OUR GOOD PEOPLE OF SAN DIEGO



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Kaplan, Gustav V. co.



Emil Starck  
President, Gustav V. co.



John A. Woline  
Member, Gustav V. co.



Albert Hultenius  
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P. Sandahl  
Tailor



Adolph L. Monson  
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Our Friend Meyerhoffer and His Aeroplane



A Scene in Sweden



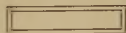
Wintersporting in Sweden

Women's Dept:

F 6125

Men's Dept:

F 1043, Main 5098

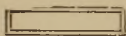


COMPLIMENTS OF

# THE SULTAN TURKISH BATHS

SIXTH AND HILL STREET

LOS ANGELES



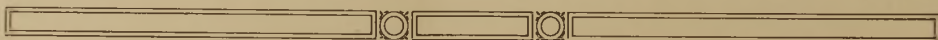
NEW

Women's Department opens June 25

with Hot Rooms

Steam Rooms

and Plunge





# **\$50 REWARD FOR ANY MOUTH WE CANNOT FIT**

Or for any dental operation we cannot  
perform painlessly



Extraction FREE When Plates Are Ordered. All Work  
Guaranteed

Plates, \$5.00; Crowns, \$4.00 and Up; Fillings, 50c and Up;  
Bridgework, \$4.00 and Up  
Treatments, 50c

Open Evenings

Phone A 2511

Don't conclude because you have tried (capable) dentists without success that your case is hopeless. Some mouths are hard to fit, but few are impossible. Doubtless your plate troubles are due to unskilled judgment and cheap workmanship. In such cases we seldom fail to give "Satisfaction." Fifteen years experience and the largest practice in the city assure you we know how to successfully treat your teeth no matter what your trouble. We specialize on painless extraction with Vitalized Air, the safest method known, consequently you escape any chance of the after-effects so common where drugs are indiscriminately administered. Ask about our special treatment for Pyorrhoea (loose teeth.)

LADY ATTENDANT

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# Maryland Hotel

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SIXTH, SEVENTH AND "F" STREETS

The Maryland Hotel was opened March 15, 1916. Here you will enjoy every comfort at no embarrassment to your purse. Under the management of Omer E. Lilly, the reputation of this hotel is being built around Comfort and Service.

The MARYLAND occupies a 400-foot frontage east, south and west. There are 300 sunny, airy rooms. Electric car lines to the Exposition pass the door; and all points of interest are conveniently accessible.

## TARIFF:

Rooms with Toilet and Lavatory:		Rooms with Bath or Shower:	
One Person, per day.....	\$1.00 up	One Person, per day.....	\$1.50 up
Two Persons, per day.....	\$1.50 up	Two Persons, per day.....	\$2.50 up

## SPECIAL RATES TO PERMANENT GUESTS

Special Conveniences for Commercial Travelers. Large Sample Rooms with Baths.

"THE ATTENTIVE HOTEL"

OMER E. LILLY, Manager

John S. Mitchell, President and Manager  
Chas. D. Smead, Assistant Manager  
Mowatt M. Mitchell, V. P. and Treas.

## Hollenbeck Hotel and Cafe

S. W. Corner Spring and Second Sts.  
LOS ANGELES, CAL.

HOLLENBECK HOTEL CO., Proprietors

Telephones: Home 10022, Main 443

## Angelus Hotel Grill

A quiet, restful place and good  
things to eat

FOURTH AND SPRING STREETS

Fourth Street at Olive

## Hotel Fremont

4th Street at Olive

The most central located family hotel in Los Angeles, two blocks from the shopping center; every room an outside room, many en suite with bath, beautiful garden, porches. An ideal hotel of comfort and refinement.

We solicit your patronage and kind consideration.

## RATES

Single room for one, \$1.00 the day.  
Single room for two, \$1.50.  
Single room for one, with bath, \$1.50-\$2.  
Single room for two, with bath, \$2-\$3.  
Also two and 3 room Suites with bath.





VIEW OF CENTRAL PARK, LOS ANGELES, CAL.

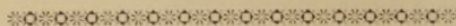
## HOTEL MUNN

LOS ANGELES, CAL.

Olive St. and 5th, at Central Park

Classy down town family hotel. High class location. Best service. Convenient to ladies' shopping district, theatres and excursions.

RATES: Single 75c, double \$1.00; with private bath, \$1.25, \$1.50 and \$2  
Managed by owner

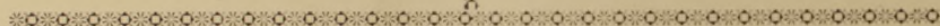


Up-to-Date Dress Suits for Rent,

\$1.00 per day

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We will place your Insurance with reliable Companies

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"Avoid trouble by having your Insurance written by men who know."

## HOTEL HAYWARD

Absolutely Fireproof

H. C. FRYMAN, Proprietor



SPRING & SIXTH STS.

Swedish people welcome

Rates: \$1.00 and Up

LOS ANGELES, CAL.



# The Swedish-American National League of Southern California

By SWAN WILSON

The Swedish-American League of Southern California was founded the 7th of December, 1908, by a few patriotic Swedish-American citizens of Los Angeles and with the most noble thoughts in view, to-wit: The preservation of the Swedish language, Swedish songs, and folklore, the preservation of love for the old homeland and its customs and with the noble intention to get Swedish literature introduced in our public libraries and further, to try to help all our Swedish fellow-men when in need and, together with delegates from the different churches and societies, work together for the welfare and benefit of all and thereby inspire respect and honor for the Swedish population in our beloved adopted country, United States.

During its existence of eight years, has many noble deeds been done—many meetings, festivals and picnics have been arranged, many poor families have received help. Several of our countrymen have through the League been placed in positions in different spheres of life—the public library has added about 200 volumes of Swedish literature in the Swedish language—many a stranger traveling through California has been received and entertained by the League and thus we can look backwards with satisfaction and honor upon the years gone by and trust that our fellowmen are satisfied with the League and its noble intentions!

It would be a pleasure if more of our fellowmen and ladies would join us, as we need everybody's help. All honest, respectable Swedish speaking men and women are eligible to membership and the cost is a mere bagatelle. Our members and our executive committee are composed of men and women of good standing in the community that always will do their duty without fear or favor and are not ashamed of being "Swedish-Americans."

The Executive Committee for this year is as follows: Prof. Percy Nilsson, President; Miss Minnie Wilson, Vice President; Th. L. Nerdrum, Record Sec.; Fritz Rappe, Financial Secretary; P. B. Person, Treasurer; Vice Consul G. Eckdahl, Prof. C. A. Kunou, Olof Johnson, Swan Wilson, C. J. Tornquist, S. J. Jacobson, Prof. Alb. E. Wilson, C. A. Johnson, Alf. Haij, C. J. Nordquist, Rud Hammar, Mrs. Percy Nilsson and Mrs. Niola Palmer.

The League is always ready to correspond with Swedish Societies and Churches as well as individuals to foster unity and love as well for old dear Sweden as for our always beloved Country "OUR UNITED STATES."



OCEAN BEACH

# F R E E

DO YOU KNOW THAT EVERY PARENT OWES THEIR CHILDREN A MUSICAL EDUCATION? THIS CAN BE HAD WITHOUT ANY EXPENSE TO YOU

To everyone who purchases a piano in our store within the next ten days we will give absolutely free two terms of music lessons, vocal or instrumental, given personally by a graduate professor.

New Pianos, \$148, \$165, Etc. Thirty days  
Free Trial—\$1.50 per week

## THE ZELLNER PIANO CO.

808 South Broadway

Opposite Hamburger's

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## Scandinavian-American Line

Royal Scandinavian and U. S. Mail Service



Large, fast, modern constructed twin-screw passenger steamers:

"Oscar II," "Hellig Olav," "United States," "Frederik VIII"

All these steamers are expressly built for the Scandinavian-American line and "Frederik VIII" is the largest and finest steamer ever built for the passenger traffic between Scandinavia and New York.

EXCELLENT PASSENGER ACCOMMODATIONS—UNSURPASSED CUISINE

### ALL RECORDS BROKEN

"Frederik VIII," which arrived in New York, May 23, with 1138 passengers, sailed again with 1056 passengers, making a total for the round trip of

2196 PASSENGERS

This is the largest number of passengers ever carried by any steamer on a round trip between New York and Scandinavia.

No Contraband or Ammunition Supplies Carried

SCANDINAVIAN-AMERICAN LINE

HALVOR JACOBSEN & CO.

1 Broadway, New York; 250 Market Street, San Francisco, Cal.





A LEMON GROVE

## Los Angeles County

**W**ITHIN the limits of Los Angeles County may be found a great variety of scenery and climate. Within its 4000 square miles of territory may be found the climate and scenery of almost every part of the State, from the cool and breezy seashore, to the warm island plains and bracing mountain tops. The present population is estimated at 815,000. The assessed valuation of property last year, after equalization, including railroads, was \$849,991,595. The Swedish population is estimated at 15,000 in round figures.



HULBURD RANCH, NEAR DESCANSO

Phones: Home 1005, Main 7519

Hours: 9 A. M. to 5 P. M.



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EYE SIGHT SPECIALIST

Eyes Examined and Fitted by Latest

Scientific Methods



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**Teeth**  
**Extracted**  
**FREE**

**THIS DOES NOT OBLIGATE YOU FOR OTHER WORK**

I am making this offer to acquaint you with my advanced painless dental methods. My prices are exceptionally moderate and all my work is guaranteed for twelve years.

Set of Teeth, best red rubber	\$5.00
Gold Crowns	\$4.00
Bridge Work, best	\$4.00
Porcelain Crowns	\$4.00
Gold and Porcelain Fillings	\$1.00 up
Silver, Amalgam and Cement Fillings	50c up
Plates repaired, good as new	50c up

**SPECIAL OFFER**

**ALUMINUM PLATES - - \$18.00 each**  
The Cleanest, Lightest and Most Satisfactory Plates  
Made--Absolute Fit and Satisfaction Guaranteed

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OFFICE HOURS: **437 S. BROADWAY**  
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BRING THIS CARD WITH YOU AND WE WILL GIVE YOU CREDIT  
FOR \$1.00 ON WORK AMOUNTING TO \$10.00

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**REAL ESTATE, FIRE INSURANCE  
FIRST MORTGAGE LOANS**

**424 Marsh-Strong Building**

**SWEDISH VICE CONSULATE**

**424 Marsh-Strong Building**

**Wills Drawn**

**Estates settled both in United States and Sweden  
Competent attorney connected with the Consulate**



## Would You Refuse an Introduction or a Recommendation to a Possible Buyer or Seller?

An advertisement in the Swedish-American Trade Journal is just such an introduction.

A membership in the Swedish Chamber of Commerce of the United States is just such a recommendation.

You are placed in instant touch with the members of the Chambers in United States, Sweden and other countries, and with hundreds of first-class business people the world over.

A year ago the advertising in the Trade Journal was confined to two pages of a sixteen page "Bulletin." Now there are already twelve pages of a twenty-four page Trade Journal.

September 1, 1914, there were 281 members of the Chamber, now about 500.

There must be a reason!

It pays!

For rates, address

Mr. H. B. Heiden, 1407 Fifth Ave., Seattle,

Wash., member of the Board of

Directors of the

**Swedish Chamber of Commerce**

OF THE U. S. A.

Produce Exchange Annex, New York, N.Y.

Phone A 9155

Sundays, to 12 noon.



## BRILL'S DRESS SUITS

319 South Spring Street

Los Angeles, Calif.

Dress Suits for rent - \$1.00 and up

Dress Suits sold at \$12.50 and up

\$5.00 down and balance weekly

MISS CHAMBERLAIN

MRS. WILLIAMS

Main 5848

F 2954

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LUNCHEON AND AFTERNOON TEA

11:30 A. M. Until 5:30 P. M.

Private Room for Luncheons, Bridge or Tea Parties

218 WEST NINTH STREET

Between Broadway and Hill

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LOUIS HIPPE

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HIPPE AND KARPEL'S

# PHYSICAL TRAINING

AND

# MASSAGE

ELECTRIC CABINET BATHS

NEEDLE SHOWER BATHS

If you are troubled with Poor Circulation, Rheumatism, Indigestion,

Lumbago, Nervous Debility, Obesity, Neuritis, Colds,

Grippe or Thinness, call at our Office

202 BROCKMAN BUILDING

7th Street and Grand Avenue

Los Angeles, Calif.

OFFICE HOURS, 9 A. M. TO 9 P. M.

WEIGHT REDUCED OR INCREASED

# GERMAN-AMERICAN TRUST and SAVINGS BANK

Spring, at Seventh Street, Los Angeles

SAVINGS—COMMERCIAL—TRUST

Our depositors enjoy the most modern and complete facilities of departmental banking service. Every transaction receives individual, personal attention, and is handled with the greatest possible accuracy and despatch. Interest-bearing savings accounts opened for all amounts from \$1.00 upward.

## SWEDISH IRON & STEEL CORPORATION

The largest and most important distributors of Swedish Iron and Steel Products of the American Continent



### OFFICES AND WAREHOUSES

General Office: 12 Platt St., New York City

Brooklyn  
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Cleveland  
Chicago

Denver  
New Orleans  
San Francisco  
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Compliments of  
**HARLOW'S CAFE**  
Los Angeles, Cal.

Visit the  
**CAWSTON OSTRICH FARM**

At South Pasadena  
See the Baby Chicks

Only down-town store, 723  
South Broadway  
**CAWSTON OSTRICH FARM**



# The Swedish-American Patriotic League of California, Incorporated

The central organization of this league, now more than twenty years old, was organized by the committee in charge of the Swedish branch of the San Francisco Midwinter Exposition in 1894. This was its first participation in a general undertaking in California. All who assisted in this undertaking know how very difficult it had been up to this time to create an interest among Swedish people for any general undertaking. The success at this time gave an impetus to further efforts, and quite a few of those taking an interest at that time are still in the harness, actively interested in the Swedish Exposition Committee, the Patriotic League, or in some of the other older organizations.

The history of this league as a central organization goes back to January 28, 1895. According to its constitution, it purposes to be an independent organization with liberal tendencies and made up of delegates from the various local leagues within the state. All persons who have served as ex-presidents and continue as active members of some local league remain a part of this organization. All delegates are elected by the league at this regular July meeting, and serve for the period of one year.

The purpose of the league is to work in the interest of the Swedish people in California; to encourage a proper bond of union; to make possible concerted efforts in matters of general interest to our countrymen; to arrange an annual midsummer festival to be held on the Saturday nearest to midsummer day, and to give financial aid for the erection of a Swedish club building.

The league has, during its more than twenty-year existence, given splendid evidences of Swedish patriotism and aggressiveness and has, without exception, been successful in every undertaking. Its first great success dates back to the "Swedish Day" at the Midwinter Exposition of 1894. This was the greatest and most successful gathering of Swedish people west of Chicago up to this time. This festival was held in San Francisco on May 14th of that year. Mr. M. H. de Young, the General Director of this exposition and the publisher of the "Chronicle" said that the Swedish parade at this time had succeeded in making the best appearance. Midsummer festivals have been held since that time and have been very successful. Not even during the year of the earthquake, 1906, when communications were crippled and almost everything else was in confusion, was there an exception.

On the initiative of the league, the Swedish Building Committee was organized June 9, 1898, for the purpose of raising funds for the already mentioned Swedish Club building, and held a bazaar in 1903, the purpose of which was to gather money for this building fund. In 1900, the league participated in the proper celebrations of the fiftieth anniversary commemorating the admission of the State of California into the union. On several occasions the league has received in a worthy manner representative persons visiting the west coast.

The most important work of the Patriotic League so far, was in connection with the Panama-Pacific International Exposition in San Francisco, when through the efforts of the league a general participation of the Swedish-Americans was culminated in the "Swedish Day," June 24, 1915. This proved to be the greatest festivity that has ever been held among our countrymen in the State of California.

The league sincerely hopes that the "Swedish Day" this year at San Diego will be equally successful, and herewith extends congratulations to our countrymen in Southern California, and to all who have taken the initiative in bringing about the celebration of such a day.

The present officers of the league are as follows:

C. T. Peterson, President.  
Adrian Peterson, 1st Vice-President.  
Bernhard Anderson, 2nd Vice-President.  
Alex. Olsson, Secretary.  
Chas. J. H. Berg, Treasurer.  
Dr. O. A. Lindstrom.  
Gottfrid T. Petterson.  
Alf. Turnross, Trustees.  
Harry Mentzer.  
K. F. Strandberg.  
Mrs. Fred Johnson.  
Captain Chas. Swanson.

The Best Place to Eat

## GODFREY'S CAFETERIA

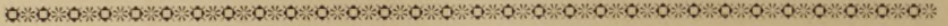
722 SOUTH BROADWAY\*

Just South of Lankershim Hotel

THE SHOW PLACE OF LOS ANGELES

The Finest Cafeteria in the World

"Better Cooking than Mother Did"



Eat Svenskt Spisbrod at

## COLBY CAFETERIA

441-43-45 SOUTH HILL STREET

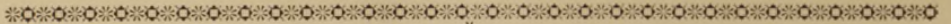
One Block West of Fifth and Broadway

Delicious Food   Large and Airy Dining Room   Excellent Service

MUSIC

REST ROOMS

BOTH PHONES



CARS FOR SPECIAL TRIPS ANY TIME

### 20th Century Auto Lines

Seven-Passenger Cars Between

LOS ANGELES and SAN DIEGO  
9 A. M., 1 P. M. and 4 P. M.

OXNARD, VENTURA and SANTA  
BARBARA, 3 cars each way daily

LOS ANGELES OFFICE:  
Westminster Hotel, Fourth and Main Sts.  
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SAN DIEGO OFFICE:  
Main 836   1053 Third Street

## Hotel Westminster

R. W. LARRITT, Manager

250 Rooms European Plan

Free Auto Bus to and from All Trains

RATES:

Without bath: \$1.00 single, \$1.50 double  
With Private Bath: \$1.50 single, \$2.50  
double

Corner Main and Fourth Streets  
Los Angeles, U. S. A.

## HOTEL VICTORIA

C. H. SAYERS

RATES: \$1.00 and up per day. Special  
Weekly Rates

In the center of the new shopping district.  
Opposite Robinson's New Store

One Hundred Rooms with or with-  
out Bath

Phones: Broadway 7400, Home F 4083  
Corner Seventh and Hope Streets  
LOS ANGELES

## Shay's Cafeteria

WHERE THE FOOD ALWAYS  
HAS THE HOME FLAVOR

648-50 South Hill St., Los Angeles  
341 South Main St., Salt Lake City



# Brief Sketches

## of Some of Our Well Known People

1944  
1872  
72  
F. O. ALMER

Oct 22.

Was born in Sweden in 1872. He came to the United States in 1892 and located in St. Paul, Minn., living there for a period of six years. In 1900 Mr. Almer came to San Diego, Calif., where he remained for two years, locating at the end of that time in Los Angeles. For the past fourteen years he has been with the Mullen & Bluett Clothing Company of this city. Mr. Almer is a member of the Swedish Tabernacle, having been a trustee of this church for the last seven years.

### ALBERT ALMSTEDT, Cement Contractor

Came to United States in 1901 and has lived in Los Angeles most of the time. One of the organizers and charter members of North Star Lodge of V. O. Served as their first secretary. He has been a very active worker in this society. Delegate to the Grand Lodge Convention at Minneapolis, Minn., 1915.

### A. G. ANDERSON, Manager, Western Pacific Mining Co.

Mr. Anderson was born in Wermeland, Sweden, January 25th, 1871. He came to Los Angeles in March, 1902, and since that time has been actively engaged in mining. In 1908 he became manager of the Western Pacific Mining Company, which position he now holds.

### ADOLPH H. ANDERSON

Born in Alfsborg Province, Westergotland, 1882. Came to the United States in 1902. Completed a course in a business college shortly after. Has been engaged in business for himself for a number of years in Los Angeles. He is at present excursion agent of San Diego Electric Ry. Co., at San Diego.

### GUSTAVE E. F. ANDERSON, M.D.

Born in Sweden 1863, came to San Francisco, Cal., 1887, and settled later in Los Angeles. He is a Freemason and a member of North Star V. O., has many friends and is a very popular after-dinner speaker.

### R. O. BELLAND, Capitalist, Banker and Businessman

Was born in Norway in 1867. He is a graduate from High School. He came to the United States about twenty-five years ago and located in Chicago, Ill., where he became manager of a department store. He has also been a district manager for the Northwestren Mutual Life Insurance Company. He organized the Scandinavian-American Bank of Fargo, N. D., where he became cashier and director. Mr. Belland came to Los Angeles about five years ago. He was one of the organizers of the Continental National Bank and held a position as manager of the Scandinavian Department, which position he had to give up after one year's service on account of his health. He is the owner of the Griffith Park Apartments, one of the finest apartment houses in Hollywood.

### J. F. BACKSTRAND, Merchant

Riverside, Cal. Born in Halland, Sweden, July 21, 1858. Came to Jamestown, N. Y., together with his parents 1872, but moved to Chandlers Valley the same year. He started as boy in a clothing store and has ever since followed the mercantile business. Was engaged in the shoe business in Princeton, Ills., for a number of years. Came to Los Angeles, 1896 and moved to Riverside, Cal., 1900, where he owns one of the largest department stores. It can be truly said about Mr. Backstrand that he has always been a patriotic Swede at heart.

A 6529

Furnished Rooms

"A Meal without Meat"

## VEGETARIAN CAFETERIA

257-59 South Hill Street

A HAPPY SMILE  
Comes easier with Good  
Digestion

## DAHLIA APARTMENTS

2611 Logan Ave. San Diego, Cal.

New and elegantly furnished two and three-room apartments. Private baths, hot and cold water.

### RATES:

Two room apartment, \$10 month and up  
Per day, \$1.00 and up  
Three room apartments, \$25 month and up  
Per day, \$2.00 and up

A. G. DAHL THEO. HEDLUND,  
Proprietor Manager

Home 20903

Broadway 2707

## Naturopathic Institute and Sanitarium

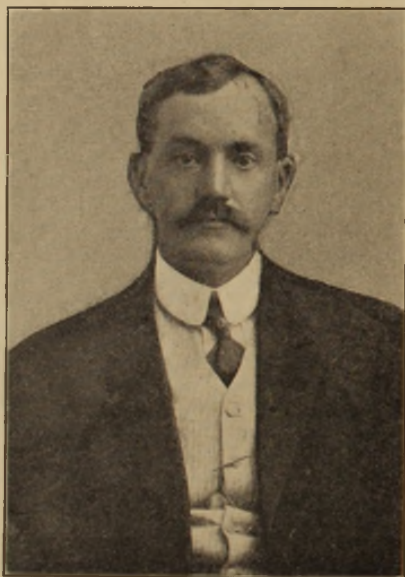
of California, Inc.

DR. CARL SCHULTZ, President and Gen. Mgr.  
Rational Systems of Healing: Massage, Osteopathy, Chiropractic, Hydrotherapy; including Electric Light, Nauheim and other Medicated Baths, Electro-Therapy, Proper Diet, and all other Scientific Methods.

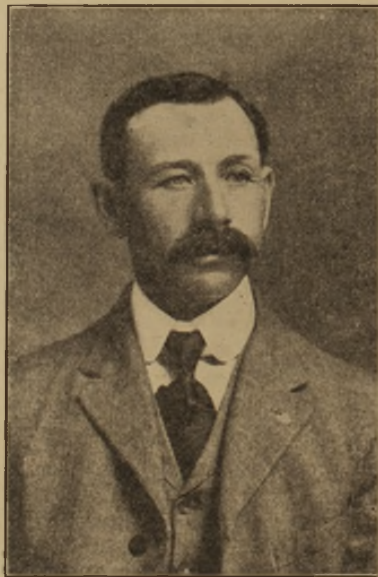
Free Lecture Every Thursday 8 p. m.

DR. MARGARET GOETTLER, Supt.

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John A. Cederlind



Pete B. Person  
Home 29164

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### **DR. F. E. BERGE**

Born in Sweden in 1870. Came to the United States as a child. He graduated from the University at Ann Arbor, Michigan, after which he located in Grand Rapids, where he practiced as a physician and surgeon until he came to Los Angeles. Dr. Berge's reputation in Grand Rapids, as one of the leading surgeons in that community, has followed him here. Since coming to Los Angeles he has interested himself to a great extent in the Swedish Colony, and you will find him always ready and willing to give his services to anything that is for the good of his fellow-countrymen.

### **H. H. BERGGREN**

Was born in Sweden 1858 and came to United States in 1883. He has traveled very much and came to Lindsborg, Kansas, in 1888. He came to Los Angeles five years ago and was the proprietor of "Home Dairy Lunch" until May, 1916, when he sold his place of business and is now retired. He is vice-president for the Singing Society Harmony and a member of Nordstjernan, V. O.

### **HERMAN BOSTROM**

Was born in Sweden, April 8th, 1888, where he graduated from High School. He came to Stockholm shortly after he had finished his education and took a position with the O. A. Lillegren Book Store. After a short time he was offered a position as head clerk in the paper department of Westling's Book & Stationery Co., which position he held until the firm discontinued business. In 1907 Mr. Bostrom started his own wholesale paper business and continued for three years, when he sold out to a stock company of which he became president.

He left Sweden in 1911 for England but shortly thereafter he decided to come to the United States. He first located in New York City, where he held a position as salesman and also manager of a life insurance company. He came to Los Angeles only last year. During the

short time he has resided in Los Angeles, he has been very active in the Swedish Colony, especially among the Vasa Order of America. He is at present president of the Local Lodge North Star. It can be rightly said of Mr. Bostrom that he is a good booster. He has done a great deal to work up the interest for the Vasa Order, also for the Swedish Day on which Committee he is serving as Secretary. He is a festival speaker and a good writer and contributes often to the columns of the local Swedish paper and others. He is chairman of the Finance Committee of the Singing Society Harmonie, and a member of the Swedish-American National League.

### **HENRY CARLSON**

Was born in Sweden in 1872. Came to British Columbia, Canada, in 1891, and to San Francisco in 1893. Moved to Los Angeles in 1894. He was with the Palace Hotel about two years, 1897-98, and has been in his present business for 18 years. Mr. Carlson is a Swede by heart and is always ready to do more than his share for anything good for our common interests.

### **J. M. CARLSON**

Born in Sweden, Christmas Eve, 1857. Came to America together with his parents when only a boy of eleven, or in 1869. His parents located in Sycamore, Ills., where they bought a small farm. His early training on the farm in Illinois, together with his keen foresight soon placed him on his own farm. He moved to Newmangrove, Neb., in 1887 where he bought a large farm which he soon made one of the show places in that community. Owing to his health he was forced to retire from a farmer's life while yet in middle age, and he moved to California in 1908. Was married to Helen Olson of De Kalb, Ills., in 1894, and has four children, three boys and one girl. Mr. Carlson is always willing and ready to promote the interests of our Swedish Colony here. He is a member of the Swedish Lutheran Church, where he has served as Treasurer and Trustee for several years.



HENRY CARLSON  
Member of Executive Committee

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# The Swedish Americans

By B. F. RANDEL



OSCAR II., Late King of Sweden

A Friend of the Swedish-Americans

shall be the national day of Sweden. Then it is that the summer is in its height. Then it is that the day is the longest, with the Midnight Sun seen in northern parts. Then it is that the fields are in their full development, when the flowers are in bloom, when the entire nature of that northern country is in its grandest glory.

This national day of Sweden will naturally be a day of different character than other national days. It is a celebration of peace more than a celebration of war. It is a celebration of that grand work that the Swedes have performed in the interest of peaceful development, the development of industries and art, the lasting work that Swedish culture has done during more than a century of peace.

I said that there is no occasion for an independence day in Sweden, as that country has always been a free country. We may well sing that Swedish songs which says "Glorious Land, the Cradle of Liberty on Earth," for there is no other country that can point back to such a fact.

And it is with this knowledge that we Swedish Americans feel that we are especially fitted to become Americans. There is in this respect on great change between the land of our birth and the land of our adoption. We do not gain additional freedom here. We had all that before we left our native land. It is not for the reason of oppression that we left our fathers' land. We left it for the same reason that the grown son and daughter leaves their home, to form new homes, and to strike out for new things. And the Swedes still have the old Viking spirit, and long to see other countries. It is still in their

Sweden has no national day, in the same sense as other countries have. There is no Fourth of July, as in the United States, or 17th of May, as in Norway. These national days celebrate a time when the nations severed their connection with some other country and became independent. But we may go back in the history to such a remote past that we have no further records to search and we shall find Sweden independent and the Swedes in full possession of their liberty. There never was a day when the Swedes had to fight to regain their independence. They have always been independent.

This is the reason that Sweden has no national day in the same sense that other countries have. There is, however, a day which more and more takes the nature of a national day, and this day is Midsummer Day, the 24th of June.

It is fitting that this day



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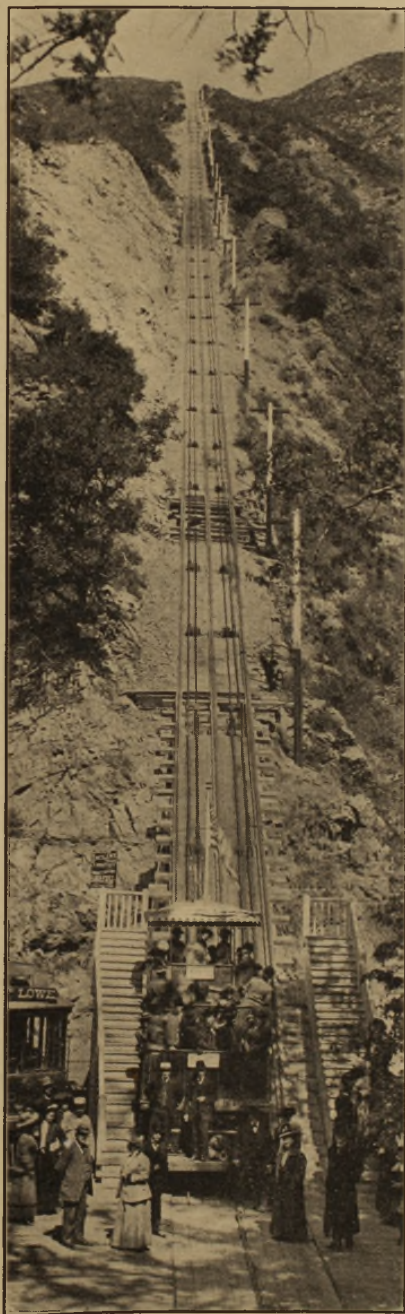
blood to be pioneers, and to gain new victories and to conquer as their fathers did centuries ago. In America they feel at home because they have the same liberty as they had before, and they have the same opportunity to further developments under this same liberty.

You will also find this as a reason for the more speedy assimilation into the American nation of the naturalized Swedish Americans, than any other naturalized citizens. There are no more loyal citizens than the Swedish Americans. They may be considered nothing but complete Americans, with no other thoughts or desires than the welfare of their adopted land.

That they now and then will turn their thoughts back to the "old country," where they perhaps have an old father or mother sitting alone, dreaming of their son or daughter far away across land and sea, no one can wonder. If we would not turn our thoughts back to our former home, and if we would not honor the land of our birth and cherish the past memories, then we would not be worthy to be called Americans. And we know that no real, loyal and patriotic American wants us to do otherwise.

We are here to stay. Few of us would want to go back for any other reason than to pay a short visit. Our work is for America first and last. We are born under liberty. We have always fought for liberty and we cannot help but sometimes ask, "What would America have been without that fight for freedom of thought that our Grand King Gustavus Adolphus waged in the 30 year war. Would it have been what it is without the victories of the Swedes in that war?"

And we intend to fight for liberty, for the retaining of American liberty against foes, be they from without or from within. "For liberty and America." That is our motto.



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## ANDREW CHILBERG

Vice Consul of Sweden, and Banker at Seattle, Wash., was born in Sweden March 29, 1845. Came to the United States, together with his parents the following year and settled in Ottumwa, Iowa, where he received his early education. At the age of fifteen he accompanied his father to Colorado, prospecting. Four years later he crossed the plains from Omaha to Sacramento; he returned, however, after several years, to Iowa. He finally moved to the Coast in 1874. Mr. Chilberg has held many positions of honor and importance. He was one of the organizers of the Scandinavian-American Bank at Seattle for which he served as President for many years. He was appointed as Vice Consul by the Swedish Government in 1879, and has been decorated with the Royal Order of Vasa.

## ALBIN ENGELBRECHT

A Civil Engineer, a graduate from the Technical University of Stockholm. He is a member of the Swedish-American National League, the Singing Society Harmony, North Star Lodge, and the Free Masons. He is also a member of the Publicity Committee of the "Swedish Day" Celebration.

## OSCAR FLENSBURG

Born in Ronneby, Blekinge, came to United States in 1904, remained in Worchester, Mass., three years and arrived in Los Angeles in 1907. Mr. Flensburg is the owner of a first class Merchant Tailoring establishment in the Henne Bldg., 122 West 3rd Street, and his success is due to his splendid work as well as on account of his pleasant personality. He is very popular among his many friends and is a member of Deott, V. O.

## ALFRED HAIJ

Editor and publisher of the California Veckoblad, a Swedish newspaper published in Los Angeles. Mr. Haij was born in Dalsland in 1872.

He came to the United States in 1890 and located in Chicago. While in Chicago he learned the printing trade and later had charge of the printing department at North Park College. In 1905 he moved to Winnipeg, Canada, where he was a foreman on the Canada Post, a Swedish newspaper. He came to Los Angeles in 1907 where he has resided ever since.

Through his paper Mr. Haij has always been ready to endorse anything for the good of the Swedish Colony, and he has been a strong supporter of the Swedish Day.

## JOHN E. HAMMAR

Born in Sweden in 1868. Came to Philadelphia, Pa., the 10th of April, 1890, and to Los Angeles in 1903. Has had many offices, and worked very hard for the Order of Vasa. He has been the first President of the North Star Lodge. He is now Secretary for a Financial Committee of the "Swedish Day" Celebration, and has been doing a great deal of good work for same committee.

## REV. V. E. HEDBERG

Was born in Rush City, Minn., May 20th, 1873. He graduated from the Swedish Theological Seminary, connected with the University of Chicago and was ordained as pastor September 4th, 1897. After his ordination, his first pastorate was with the Swedish Baptist Church of Berwin, Illinois. Came to Los Angeles in the fall of 1913 and took charge of the Swedish Baptist Church.

## HERMAN HILBURG, Pianist, Organist and Choral Director

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## REV. T. S. JOHNSTON, A.B., B.D.

Was born in Flintstone, Md. Moved from there to Portland, Conn., and together with his parents made a somewhat prolonged visit to Sweden. On the way to Sweden he traveled through parts of France and Germany, and returning from Sweden he came by the way of England. While in Sweden he had the privilege of attending a public school and high school. He came back to this country and took up his residence in Paw Paw, West Va., where he and his folks were the only Swedes. From there he moved to Penfield, Pa., after a short stay at Du Bois, Pa. In 1891 he moved, together with his folks, to Titusville, Pa., where he remained until the Fall of 1894, when he took up his studies at Augustana College and Theological Seminary at Rock Island, Ills., and there completed the college course and received the degree of A. B. in 1900. In the Fall of the same year he entered the Theological Department at the same place and finished this course in 1903, receiving the B. D. degree, and was ordained as a minister of the Swedish Evangelical Lutheran Augustana Synod at its annual meeting held at Paxton, Ills., whereupon he assumed the duties as a pastor of the Ebenezer Evangelical Lutheran Church, Chicago, Ills. A year previous to his ordination he had been in charge of this little Mission in Chicago, and continued as a pastor of this church until September 1, 1915, when he came to Los Angeles, and here assumed charge of the Angelica Swedish Evangelical Lutheran Church. During his pastorate in Chicago he served on various Boards and Committees, and at the time of his removal from there he was a member of the Headquarters Committee of the Anti-Saloon League of the State of Illinois. He was married in 1905 to Victoria Johnson, a graduate from the Valparaiso University, Valparaiso, Ind., and they are the parents of two children, a boy, Theodore, and a girl, Helen.

## REV. F. O. KLING

Was born in Vester Norrlands Lan, Jamtland, where he finished the public schools and afterwards finished his High School work in a private school. He emigrated to the United States in 1893, locating in North Michigan, where he was employed for a while as lumber inspector at one of the large saw mills. During this time he took up his studies through a correspondence school and in the fall of 1898 he became a student of the Theological Seminary of North Park College, Chicago. He graduated in 1902 from this college and was ordained in 1903 in Minneapolis. Since his ordination he has served the following congregations: Norway, Mich.; Wyonett, Minn.; Duluth, Minn., and the Salems Church of Minneapolis.

He came to Los Angeles in October, 1911, as pastor of the Tabernacle Church. He married Miss Ida M. Nelson, March, 1907, having four children—three boys and one girl.

Rev. Kling is considered one of the best Swedish speakers on the Pacific Coast, and during his residence in Los Angeles has made a great many friends not only within his own church, but elsewhere.

## CHAS. A. KUNOU

Born in Stockholm in 1865. Received his education in Sweden. Came to the United States in 1888, and located in Boston, Mass., where he became an assistant teacher in Sloyd, and in 1889 he was superintendent of the Department of Sloyd in New Britain and Willimantic, Conn., for five years. Came to Los Angeles in 1894, where he has been employed as Superintendent of Manual Training in the City Grammar Schools. Mr. Kunou has done much during his service in the school departments of this city to promote and introduce the Swedish system of manual training. He was the President of the Swedish-American National League during 1915. He is a very effective speaker in the Swedish language.

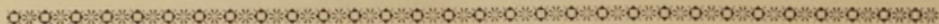


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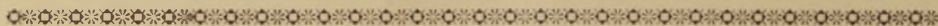
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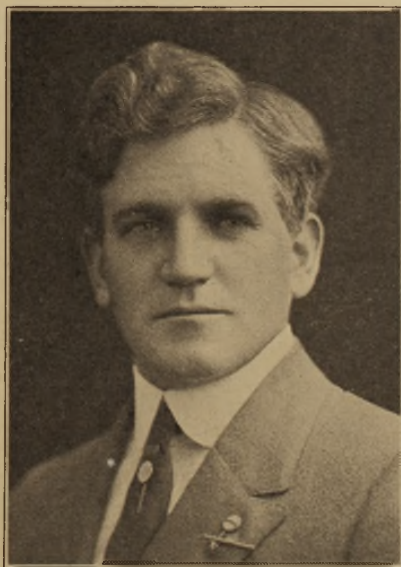
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## **JOHANNES WALTER WILHELM HOVING**

Physician, was born in Wiborg, Finland, April 17, 1868. Mr. Hoving was graduated as a magister (Dr.) of Philosophy at the University of Helsingfors in 1889. The following year he studied anatomy, histology and dentistry at the Friedrich Wilhelm University in Berlin, and in 1891 continued his studies at the "Karolinska Medico-Chirurgiska Institutet," in Stockholm, receiving his M. D. degree in 1898. Dr. Hoving emigrated to the United States in 1903 and settled in New York city, where he has built up a large and lucrative practice. He is the author and translator of several professional and other essays in Swedish, German, Finnish and English. Dr. Hoving is vice-president of the Swedish Home for Aged People and of the United Swedish Societies of New York, honorary member of the Swedish Gymnastic Society of New York, and life member of the Swedish Medical Society of Stockholm. He is also a knight of the Grand Lodge of Freemasons in Sweden and has given several very interesting lectures in the lodges in New York.

## **S. J. JACOBSON**

Watchmaker and Jeweler, was born in Mariestad, June 23, 1855. Came to the United States in 1871 and remained in New York for two years, after which he moved to Galveston, Texas. Came to Los Angeles in 1897, where he has been in business for himself ever since. Mr. Jacobson is one of the pioneer Swedes of Los Angeles, but it can also be said of him that he cherishes a love for his native country, and always has at heart the interest of the Swedish Colony in Los Angeles.

## **MR. HUGO JOHANSON**

Was born in Malmo, Sweden, August 25, 1882. Here he spent his childhood and received his education. After learning the trade of glove-cutting, Mr. Johanson left Sweden and traveled extensively through Europe. He visited Denmark, Germany, France, Switzerland, Austria, Spain, Italy and also

spent some time in Africa. At all these places he worked at his trade of glove making and gained a valuable knowledge of this work from all points.

Mr. Johanson came to this country in 1907, stopping first at Boston, Mass., where he resided for some time. Here he married Miss Olivia Johanson of Stockholm, Sweden.

After traveling over a great part of the United States, Mr. Johanson came to Los Angeles in 1913 and opened his present glove factory which bears the name of the Panama Glove Co. and is located at 312-316 East 37th Street. The plant is growing rapidly and the Panama Gloves are carried by all the leading Department stores. Mr. Johanson is an enthusiastic believer in the future advancement of Los Angeles and will make this city his home.

## **EMIL F. JOHNSON, New York City, Chemist**

Very prominent in Swedish Society has been grand master of the Swedish Mon Lodge Bredablick; President of the Swedish-American Engineer Club; President of the New York Aid Society; President of the Old Peoples' Home at Eto was New York mill inspector for many years. Has done a great deal for the progress of his countrymen and his fifty years' birthday last year was celebrated with a great public festival attended by participants from almost every state in the Union.

## **CAPT. ERIC JOHNSON**

A veteran of the Civil War, was born in Vestmanland, July 15th, 1838. With his parents he came to the United States in 1846. The family resided for a while in New York and different places in Illinois, finally locating in Bishop Hill, Ill., where he received his education. He joined the army September 16th, 1861, and was appointed lieutenant of Company D of the 57th regiment. He was promoted to the rank of Captain after the battle of Shiloh. In 1864 and 1865 he was editor and publisher of the Galvo Union at Galva, Ill.

We are sorry we did not get his photograph in time for this album.



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### **GEORGE LARSON, R. V. O.**

Jeweler, San Francisco. Was grand marshal of the Swedish Day at the Panama-Pacific International Exposition, San Francisco, 1915.

### **EDWIN A. LEAF**

Was born in Jonsired, Sweden, and after completing his elementary school work in Gottenburg, learned his trade as cabinetmaker in Stockholm, where he received a gold medal and diploma for artisanship in his trade. Mr. Leaf came to Boston, Mass., 1882. Came to Los Angeles, 1897, and established his own cabinet shop, 1905 and is well known for his creative ability and skill in cabinet work. Mr. Leaf is a charter member of Swedish Am. Nat'l League and past president and a member of Woodmen of the World and Order of Red Men and has often been honored by his fellow countrymen both in the East and West. He has always been very active in the Swedish colony in furthering the welfare of the Swedes.

### **CARL T. LILJENWALL**

Born in Sweden April 4, 1889. Came to Los Angeles two years ago. Received scholarship from the Royal Agricultural Department in Sweden, and came to this country to pursue his studies. He is now connected with the University of Southern California, studying agricultural and chemistry. He is financial secretary of the Swedish Lodge "Scandia V. O." He is the assistant recording secretary of the Los Angeles Executive Committee for the "Swedish Day" Celebration.

### **THORALF L. NERDRUM**

Born in Kolka, Finland. Received his education at the University in Helsingfors. Came to Los Angeles 1912, accepted a position with the Los Angeles Investment Co. and soon afterwards he started the well-known real estate firm, Anderson and Nerdrum, of which he now is sole owner. Mr. Nerdrum is president of the Harmony, Finlandia, secretary of the National League and member of Nordstjerman, V. O.

### **C. J. NORDQUIST, Contractor and Builder**

Was born in Westergotland, Sweden. He came to the United States in 1888 and located in St. Paul, Minn., where he remained until he left for Los Angeles in 1894, at which place he has resided ever since. He married Jenny Benson in 1892. To this union were born two children, Carroll and Norman.

Mr. Nordquist has always taken a great deal of interest in everything that is Swedish. You can at all times count on him when anything is to be done to further the good name of our Swedish Colony. He is a charter member of the Swedish-American National League. In business he has been quite successful. As a matter of fact, he ranks as one of the largest Swedish contractors in the city. He has built some of the finest residences to be seen in Southern California. He is treasurer of the Committee for the Swedish Day.

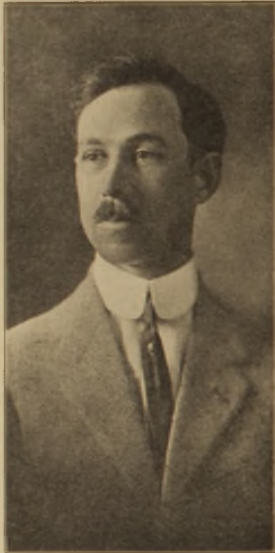
### **JOHN NORRBOM**

Born April 8, 1869, in Sweden. Emigrated to the United States in 1890 and located in Arlington, N. J. In 1907 went to Cuba, but returned to the United States after one year. Came to California shortly after his return, and located in San Diego, living there until he came to Los Angeles in 1911. He is an active member of the Swedish Baptist Church.

### **REV. OSCAR FR. LINDSTRUM**

Born in Sweden, November 9, 1857. Came to America together with his parents in 1869. He was ordained Deacon by Bishop Force of Bishop Hill in 1881, and as an Elder in 1896. He has served as pastor of the Swedish M. E. Church in Minnesota, Illinois, and in Jamestown, N. Y. He was District Superintendent in Texas for six years. He came to Los Angeles in the Fall of last year. Rev. Lindstrum graduated from the Theological Seminary in Evanston, Ills., in 1886; married Lottie H. Peterson from Keokuk, Iowa in 1882.

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**ALEXANDER OLSSON, Editor  
and Publisher**

Born in Howard, Sweden, Feb. 27, 1868. Learned the printing trade while at home. Came to San Francisco in the spring of 1889. Got position as foreman on the paper he now owns in 1890 and became a partner with Ernest Skarstedt, then the owner of Westkersten, 1894, until he became the sole owner in 1896. Olsson is a good writer and speaker and he has done more perhaps than any other to keep the Swedes together around San Francisco. The columns of his paper are always open for the interests of the Swedish people. A good deal of credit can be contributed to him for the successful participation by the Swedes in the Fair of last year.

**P. M. PAULSON**

Delegate from the Swedish-American Patriotic League in San Francisco to the Swedish Day Celebration in San Diego. It is now thirty years since Mr. Paulson first visited Los Angeles. He is a building contractor and has also been engaged in that business at San Diego in 1887.

He is now engaged in building of three large factories in West Berkeley and a very large factory at Freeport, Texas.

Mr. Paulson is very well known on the Pacific Coast. He was born in Sweden in 1863 and came to the United States in 1882.

**B. F. RANDALL**

Born in Sweden, a son of Rev. Randall of Karlskoga Vermland, and a grandson of the composer, A. Randall. Received his collegiate education in Sweden. Came to this country in 1900, and to Los Angeles in 1904. He first devoted himself to journalism in Eureka and Los Angeles. He is now an engineer in the employ of the Los Angeles Gas & Electric Corporation. He was married in 1905 to Littze Carlson, and has two children. He is a member of the Swedish Lutheran Evangelical Church.

**MIKAEL SAMUEL, R. V. O.**

(Royal Order of Vasa, First Class, conferred by the King of Sweden.) Has been Swedish Commissioner to many International Expositions; General Secretary to the King Oscar Jubilee Committee; Associate Member of the Swedish-American Engineers Club; Director of the New York Swedish Aid Society, and represented in the United States the Swedish Export Society and the Tourists Society.

In 1895 he was sent to Europe as Special Commissioner by the National Association of American Manufacturers to investigate the possibilities of American export. His report was published and sent by the Association to thousands of factories in the United States.

He has traveled extensively and has been a liberal contributor to Swedish newspapers. Is a Free Mason; and member of Drott of V. O.

**DR. P. O. SUNDIN**

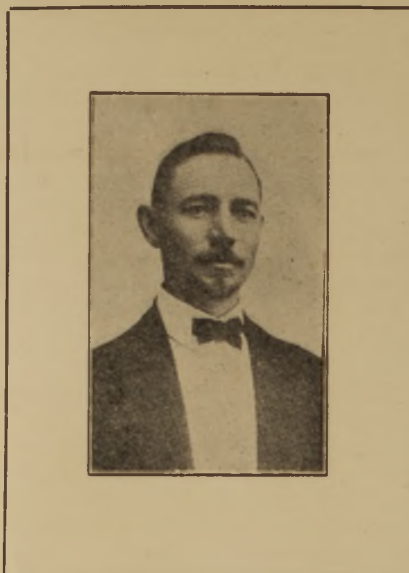
Born in Jamtland, Sweden, 1877. Came to the United States together with his parents when only a boy of eleven years, or in 1888. He first finished the grammar department of the public schools, and afterwards finished the high school course through a private teacher, then entering the University of Southern California, graduating with high honors in 1907. Dr. Sundin has a very large practice, and it can be said of him that he has a host of real friends owing, not only to his being a successful physician and surgeon, but also on account of his congenial, pleasant and charitable disposition.

**MINNIE C. WILSON**

Born in Cheyenne, Wyoming. Educated in Denver Public Schools, Bethany College, Kansas, Columbia University, N. Y. Musician and singer; engaged as soloist in one of large churches in city. Very active society worker; President of the Swedish Ladies' Club of Los Angeles.



**CONRAD P. OLSON**  
**Attorney at Law**  
 Portland, Oregon



**EMIL HOGBERG**  
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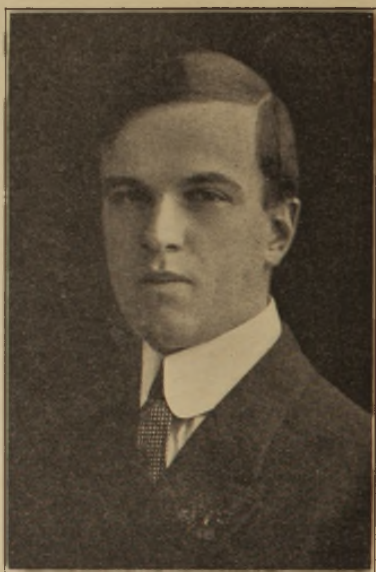


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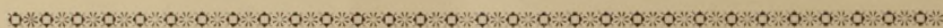
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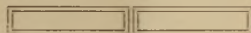
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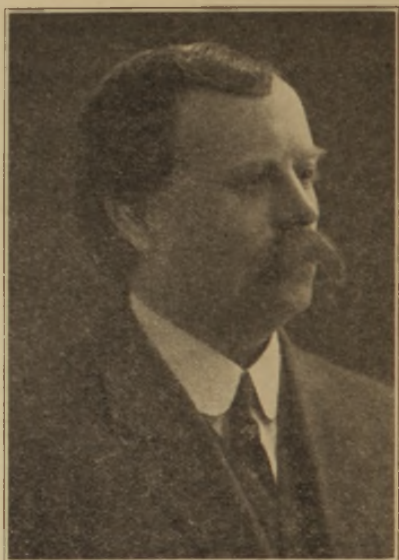
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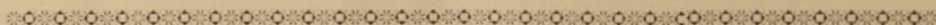
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Main 586

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(Just off Broadway)

SAN DIEGO, CALIFORNIA

Free Telephone in Each Room Rates \$1.00 Up





Top Row, from Left to Right—P. Rosell, A. Lauritz, A. Nelson, T. Nerdrum, D. Dahlin, C. Benson.  
Bottom Row, from Left to Right—E. Ohlund, H. Bostrom, J. Axelson, G. Gustafson, A. Dahlim.  
The Lower Left Corner—A. Hyberg. Lower Right Hand Corner—H. Berggren.

## S. S. S. HARMONY

By David Dahlin, Secretary

The Swedish Singing Society Harmony is a little jewel among the Swedish Societies of Los Angeles.

Thousands of persons of all nationalities have been present at and greatly enjoyed the concerts and festivals during the past year, not only in Los Angeles, but also in Pasadena and San Pedro and now in San Diego.

The S. S. S. Harmony began its life under great difficulties and its present success is therefore so much more appreciated. It was no easy task to gather together good singers, and more difficult yet to procure the right director.

Much credit is due our present song leader, Mr. John Axelson, and thanks is also due the different song leaders before him.

All concerts and festivals have been arranged by the Financial Board; the chairman for same is Mr. Herman Bostrom, who has devoted a great deal of his time to this work and he deserves thanks for his splendid arrangements which always worked out so satisfactory to the financial and popular successes of the society.

We have four Honorary members: Consul S. Eckdahl, Mr. Olof Johnson, Mr. Percy Nelson and Mr. Alfred Haij.

Our President is Thoralf Nerdrum; first vice president, N. H. Berggren; second vice president, E. Ohlund; secretary, D. Dahlin; treasurer, Axel Nyberg; financial secretary, A. Dahlin; guard, E. Johnson.

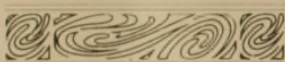
Leader, John Axelsson; Assistant Leader, G. Gustafson.

Financial Board: Herman Bosstrom, chairman; C. Benson, Alfred Nelson, E. Ohlund, D. Dahlin, A. Dahlin.

Committee on Music: J. Axelsson, G. Gustafson, P. Rosell, T. Nerdrum, D. Dahlin.

In San Diego we are the male chorus, with good comrades from San Diego City helping us out.

Miss H. Esbjornson, whose photo is on the same page with us, was voted the most popular girl at our last concert and received a loving cup from the singers.



## HOTEL HARVARD

SECOND AND B STREETS

T. N. PETERSON, Prop.

The only Swedish hotel proprietor  
in San Diego



MODERN OUTSIDE ROOMS ONLY

Rates 75c a Day and up  
with Private Bath \$1.50 up  
Special Rates by Week or Month

Telephones  
Home 1311 or 1131; Main 3447

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San Diego's New, Modern, Fireproof Hotel

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Large, airy Sample Rooms; spacious Lobby and Mezzanine, Sun Parlor and Roof Garden with fine Marine view.

The San Diego is centrally located on BROADWAY. Convenient to the shops and theaters. All car lines pass the hotel. Ideal for tourists and commercial travelers. Our new White Star bus meets all trains and steamers, and will convey you FREE to our hotel.

Rates, \$1.00 per Day and Up

The Largest and Finest Popular-priced  
Hotel in San Diego

E. D. Miller and Sam S. Porter, Proprietors



# SAVE

# HAVE



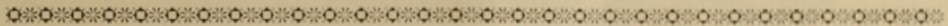
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GOTTFRED ANDERSON

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Members of the Committee

Compliments

## Continental National Bank

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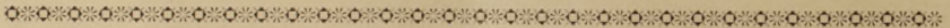
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If you want clothes for yourself, your boy, your wife,  
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want satisfaction guaranteed—Then, Mr. Man, you  
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## Rooms without Private Bath

\$1.00 and \$1.50 per day single

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## Rooms with Private Bath

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Special weekly rates

The New Palace is a synonym for everything that's cheerful,  
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Garage convenient to hotel

## NEW PALACE HOTEL

San Diego, Cal.

Northwest Corner 5th and Elm Streets

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Private Booths  
for Ladies



We guarantee the best luncheon in the city for 40c. Finest French dinner with wine every day for 75c. Sundays and Holidays, \$1.00.

## Oyster Loaf Cafe

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The only place of its kind in the city  
We serve fresh daily, Oysters, Clams,  
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Fine Plank Steaks, Poultry, Game and  
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Liquors with all meals

328-330 C Street—1114 Fourth Street

SAN DIEGO, CALIFORNIA

## Each <sup>Week</sup> Month <sup>Save</sup>

In old age you cannot live on  
what you have made

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What You Have Saved



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CITIZENS SAVINGS BANK

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THE SWEDISH DAY HEADQUARTERS

Centrally Located in San Diego, Calif.

The Hotel that is noted for square dealing; prices always the same

The Hotel that IS FIREPROOF

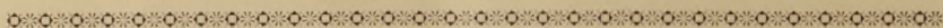
Prices no higher than so-called fire-proof hotels

Splendid Rooms \$1.50 day, up

Rates not raised during the Exposition

JAMES H. HOLMES, Manager

Formerly 19 Years with Hotel Green, Pasadena



## *Hotel St. James*

W. D. CHURCH, Manager

11 Stories

Steel and Concrete

Center of Business District

European Plan

Cafe in Connection



### RATES

Room for 1 person,  
\$1.00, \$1.50, \$2.00

Room for 2 persons,  
\$1.50, \$2.00, \$3.00

Room with bath  
for 1 person, \$1.50, 2.00, 3.00

Room with bath for 2  
persons, \$2.00, \$2.50, \$3, \$4

San Diego Headquarters for  
Automobilists

6th Street between E and F

See Our Beautiful Sun Parlor on Tenth Floor

6TH STREET, between E and F Streets

SAN DIEGO, CAL.

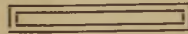




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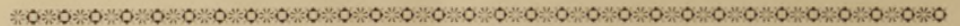
Located in the heart of the Cafe, Theatre and  
Shopping Districts of San Diego

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One block from U. S. Grant Hotel    One-half block from the Plaza

Good beds, beautifully furnished throughout

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We invite our coun-  
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Modern in every particular. Surrounded by beautiful gardens and homes. Com-  
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rates by the month. Within easy walking distance of Exposition and center of city. No.  
6 car north to Juniper.

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Owners and Managers, Mr. and Mrs. A. Lofling

**Front and Juniper Streets**  
SAN DIEGO, CALIFORNIA



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We extend our best wishes for  
a successful celebration on Swed-  
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RATES - \$1.00 AND UP

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We Manufacture and Repair  
Metal Tool Boxes, Lamps, Radiators, Hoods, Cowls, Tanks, Bucket Seats  
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All work guaranteed

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SAN DIEGO, CAL.

# HOTEL SANDFORD

San Diego, California

AMERICAN AND EUROPEAN PLAN

Your hotel should be carefully chosen as it will add to or detract from the pleasure of your visit. The Hotel Sandford is a beautiful new hostelry that strongly appeals to discriminating people. It is located in the heart of things, is on the direct car-line to the Panama-California Exposition, and commands a superb view of bay and ocean. Free auto meets all trains and boats.

## 150 OUTSIDE ROOMS

### Tariff

One person—detached bath	-	\$1.00 to \$2.50
Two persons—detached bath	-	\$1.50 to \$3.00
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Two persons—private bath	- -	\$2.50 to \$4.00
Suites, parlor, bedroom and bath	- - -	\$8.00 up

F. S. SANDFORD, Managing Director

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\*\*\*\*\*

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Room and Board American or European  
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MRS. G. G. JOHNSON, Prop.

Best Beds in the City

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HOT LUNCH AT EXPOSITION  
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**20c**

Complete Dinner

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Oldest eating place on the grounds  
Clean, good; a square deal

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## Pacific Radiator and Lamp Shop

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**Radiators, Lamps, Wind Shields  
Fenders, Hoods, Tanks, Etc., Etc.**

Our Work Fully Guaranteed

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at the rate of 3% per annum on your personal CHECKING ACCOUNT, for each month your balance remains \$200 or over. There is no penalty whatever for months it falls below that sum; you simply do not get interest such months. This plan applies to our regular Commercial Department accounts.

—also—

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SAN DIEGO, CALIFORNIA

Capital	-	-	-	-	-	-	\$500,000.00
Surplus	-	-	-	-	-	-	\$275,000.00

# New Southern Hotel

J. M. ANDERSON, Owner-Proprietor

Not the Largest but the Best

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With Detached Bath	With Private Bath
Room for 1 person, \$1.00 to \$2.00	Room for 1 person, \$1.50 to \$3.00
Room for 2 persons, \$1.50 to \$2.50	Room for 2 persons, \$2.00 to \$4.00
Suites .....	\$4.00 to \$7.00

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AT THE CORNER OF SIXTH AND B STREETS

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## FIRST CLASS MEALS

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Greeting to my Swedish friends from

GEORGE HANSON





# Hotel Churchill

9th and C Streets

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Modern, Fireproof in every sense of the word. Catering to a particular class of trade.

THE RATES of THE CHURCHILL are consistent with those desiring first class accommodations. The Churchill has 100 rooms, 50 with bath.

Rooms en suite may be arranged for if desired.

O. L. CHURCHILL, Owner

## TARIFF

	For One	For Two
Without Bath, \$1	\$1.50	\$1.50 \$2
With Bath	\$2 \$2.50	\$2.50 \$4

Cafe in connection with hotel. Free bus meets all trains.

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HARRY RUDDER, Prop.

"Down the Marble Stairs"

Open from 6 a. m. to midnight. Music at dinner and after the theater by the Chicago Lady Quartet. Popular priced bill-of-fare. Try our 35c week-day luncheon.



Main Entrance to Union Building  
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OWNED AND OPERATED BY  
A SCANDINAVIAN

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7th and C Streets

100 rooms, steel and concrete building, in the centre  
of the shopping district

## Hotel Ford

3rd and C Streets

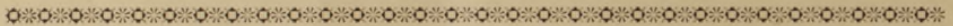
80 rooms, in the centre of the theatre and shopping  
district and a Gift Breakfast. See!

Rates at both houses reasonable

\$ .75 or \$1.00 for one

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R. B. THORBUS, Proprietor and Manager



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1047-1049 SIXTH STREET

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500 Outside Rooms

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Absolutely Fireproof

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Hot and cold running water in each room. Steam heat. Large ground-floor lobby, 110x88 feet. Plenty of shower and tub baths on each floor. Located in the heart of San Diego. First-class Restaurant and Cafe in Connection.

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Special rates by the week

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**SAN DIEGO, CALIFORNIA**

Free Bus at all trains and boats

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## Saddlerock Grill

SOLARI & OLSON, Proprietors

**A ROOMY, COMFORTABLE LUNCH COUNTER  
IN CONNECTION**

Come in and see Robert E. Olson. He is a member of the committee.  
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(A Swedish Health-Home)



Make your home at "Hälsöhem" while visiting the Exposition. Located on the beautiful San Diego Bay near Coronado Tent City and Hotel del Coronado.

## CHRONIC DISEASES ARE CURED BY NATURAL METHODS

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Free demonstrations, Physical Culture Classes, etc., every week day, at 11 a. m.  
Visitors are welcome at any time

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Advertised from coast to coast by our satisfied guests. First in price, quality and service. The largest seating capacity and the best ventilated cafeteria south of Los Angeles.

Equipped with a rest room, free telephones and ladies' and gentlemen's lavatories.

**You are cordially invited to Eat at Mitchell's when in San Diego**

Swedish Spisbrod Served



**AFTERNOON PROGRAM**  
Two o'clock, International Theosophical Headquarters, Point Loma, Cal.

**EVENING PROGRAM**  
Eight o'clock, Isis Theater, 4th Street between B and C, San Diego, Cal.

**POINT LOMA DAY, June 26, 1916**  
**RECEPTION AT THE INTERNATIONAL THEOSOPHICAL HEADQUARTERS**

By Madame Katherine Tingley, Residents and Students

**SWEDISH FOLK DANCES**

By a Group of Junior Girls of the Raja-Yoga Academy

**MUSIC**

By the Raja-Yoga College Band

**OFFICIAL RECEPTION IN THE OPEN-AIR GREEK THEATER**

Addresses of Welcome

By Officials and by Representatives of the Raja-Yoga College and Academy

**"THE LITTLE PHILOSOPHERS"—A Symposium**

By a Group of the Youngest Pupils of the Raja-Yoga School

**SONGS**

By the Raja-Yoga International Chorus

**TRIBUTE TO 'THE WORLD'S PEACE-MAKER,' KING OSCAR II**

By Madame Katherine Tingley

**RESPONSES**



KATHERINE TINGLEY, Leader of the Universal Brotherhood and Theosophical Society throughout the World.

**RECEPTION  
AT  
ISIS THEATER**

At 8 p. m.

**MUSIC PROGRAM**

By

The Raja Yoga International Orchestra and Chorus

**ADDRESSES OF**

Welcome

By

Mr. Nils Malmberg,  
Swedish Vice-Consul,  
San Diego

Rev. Howard B. Bard

Mme. Katherine Tingley, and others

**RESPONSES**

By

Mr. G. Eckdahl, Swedish Vice-Consul,  
Los Angeles,

And other Guests

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Granger Block

Fifth & Broadway

SAN DIEGO, CAL.

Capital . . . . . \$100,000.00

Surplus and Profits (all earned) 600,000.00

FOR a period of twenty-three years this Bank has transacted a strictly commercial banking business and has declined to pay interest on deposits in any form. This conservative policy has enabled it to build up a **Surplus Fund** for the protection of its depositors larger than any other banking institution in the City of San Diego.

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Within 1 block from cars to the Exposition and all points of interest.

Restaurant, Barber Shop, Drug and Curio Store located in the building.

Best located tourist hotel in San Diego.

Entire Block on F Street, Opposite New Post Office, San Diego, California.



## Special Prices

No inside rooms. Every room is light and bright, elegantly furnished, steam heated, hot and cold water in each room, private and public baths.

**FREE BUS MEETS ALL TRAINS**

Seventy-five cents, \$1.00 and \$1.25 per day Bath Privilege. \$1.50 per day with Private Bath and Toilet. Above rates for room. No additional charge for two persons, this being special offer to introduce this New Hotel. We guarantee the highest grade Hotel accommodations for the money in San Diego. CHAS. F. WENZEL, Manager.

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Modern

Fireproof

Centrally

Located



Rates—75c per day and up

Weekly rates

W. D. SAMPLE, Manager

Corner Third and F Streets

SAN DIEGO, CAL.



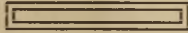
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SWEDISH FOTOGRAPHERS

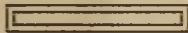
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Will make large panorama photos of different groups on the Swedish  
Day at San Diego, and orders can be given on the  
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We have also made mostly all of the photographs used in  
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See

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UNIQUE BUILDING

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Attractions Most Modern



Handsome New Building  
Every room an outside room  
Beautifully furnished  
Private toilet in every room

First-Class Service

Rates - - - \$1.00 and up  
Connecting suites with private bath

Fourth and B Streets  
San Diego, Cal.

## The NEW HOTEL LUBIN

D. Lubin Phone Main 4986 W. Lubin

### TARIFF

#### Rooms with Toilet and Lavatory

1 Person, per day	-	-	\$1.00
2 Persons, per day	-	-	\$1.50

#### Rooms with Private Bath

1 Person, per day	-	-	\$1.50
2 Persons, per day	-	-	\$2.00

We quote Weekly and Monthly Rates

### LADIES' PARLOR

Electric Elevator and Private Phones in  
Every Room; Elegant Lobby on  
Ground Floor

Free Bus Meets All Trains and  
Steamers

Corner Front and C Streets  
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Muehleisen Tent & Awning Co.  
Inc.



Fishing Tackle, Sails, Paulins, Tents  
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Awnings, Canvas Goods, Lawn and  
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## La Paloma Cafeteria

We cater to the  
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The best of everything ,including  
efficient service, is our motto

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San Diego, Cal.



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Attractions Most Modern



Handsome New Building  
Every room an outside room  
Beautifully furnished  
Private toilet in every room

First-Class Service

Rates - - - \$1.00 and up  
Connecting suites with private bath

Fourth and B Streets  
San Diego, Cal.

# The NEW HOTEL LUBIN

D. Lubin Phone Main 4986 W. Lubin

## TARIFF

### Rooms with Toilet and Lavatory

1 Person, per day	- -	\$1.00
2 Persons, per day	- -	\$1.50

### Rooms with Private Bath

1 Person, per day	- -	\$1.50
2 Persons, per day	- -	\$2.00

We quote Weekly and Monthly Rates

### LADIES' PARLOR

Electric Elevator and Private Phones in  
Every Room; Elegant Lobby on  
Ground Floor

Free Bus Meets All Trains and  
Steamers

Corner Front and C Streets  
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Muehleisen Tent & Awning Co.  
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Fishing Tackle, Sails, Paulins, Tents  
Marine Hardware, Slickers  
Rope and Twine



Awnings, Canvas Goods, Lawn and  
Camp Furniture

753-55 FOURTH ST.  
Home 1382 Main 782  
SAN DIEGO, CAL.

# La Paloma Cafeteria

We cater to the  
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The best of everything ,including  
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